

1 APPLICATION FOR UNITED STATES LETTERS PATENT

2 ON INVENTION FOR:

3 METHOD OF PROVIDING A CREDIT CARD DRIVEN TUITION  
4 INCENTIVE AWARDS PROGRAM

5 BY INVENTOR: Shlomo Nahmias

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7 Agt. Doc. No.: NAHS10A

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9 RICHARD L. MILLER

10 REGISTERED PATENT AGENT

11 12 PARKSIDE DRIVE

12 DIX HILLS, NEW YORK 11746-4879

13 PHONE: (631) 499-4343

14 \*\*\*\*\*

15 TO ALL WHOM IT MAY CONCERN:

16 BE IT KNOWN that I, Shlomo Nahmias,

17 a citizen of THE UNITED STATES OF AMERICA and resident of:  
18 Brooklyn, NY 11230

19 have invented certain new and useful improvements in a(n):  
20 METHOD OF PROVIDING A CREDIT CARD DRIVEN TUITION INCENTIVE  
21 AWARDS PROGRAM

22 of which the following is a full, clear, concise and exact  
23 description:

1 Inventor: Shlomo Nahmias

2 Invention: METHOD OF PROVIDING A CREDIT CARD DRIVEN  
3 TUITION INCENTIVE AWARDS PROGRAM

4 DOC. No.: NAHS10A

5 DISK NAME: SPEC002A,2B,C

6 BACKGROUND OF THE INVENTION

7 Field of the Invention:

8 The present invention relates to a method of providing a  
9 tuition incentive awards program. More particularly, the present  
10 invention relates to a method of providing a credit card driven  
11 tuition incentive awards program.

12 Description of the Prior Art:

13 Numerous innovations for incentive award systems have been  
14 provided in the prior art that will be described. Even though  
15 these innovations may be suitable for the specific individual  
16 purposes to which they address, however, they differ from the  
17 present invention.

18 A FIRST EXAMPLE, U.S. Patent No. 5,025,372 to Burton et al.  
19 teaches computer data processing, programming and printing for an  
20 improved incentive award program which allocates monetary amounts  
21 available for expenditure through credit instruments issued to  
22 program participants when the participants perform to a designated

1 level of achievement. Participants identifying information and  
2 credit instrument account numbers are stored in memory. The  
3 incentive program can be divided into multiple time periods.  
4 Levels of performance are calculated and assigned for each  
5 participant in order for a monetary amount to be available for  
6 expenditure through the participant's credit instrument. Monetary  
7 amounts can be withheld from the amounts allocated to the  
8 instrument accounts. Adjustments can be made in the withheld  
9 amounts and in the achievement levels. Calculations, adjustment  
10 and reporting concerning amounts allocated for instrument use,  
11 withheld amounts, instrument transactions and account balances are  
12 made. Calculations and printed invoices for payment by a financial  
13 institution to an incentive company based on the credit instruments  
14 issued under the incentive program are made and are dependent upon  
15 the monetary volume of expenditures through the credit instruments,  
16 the total interest income on the credit instruments, and the number  
17 of instruments issued. The tradename or trademark of the company  
18 sponsoring the program can appear on the physical credit  
19 instruments and on statements provided to participants. Travel and  
20 merchandise awards are integrated with the credit instrument  
21 program.

22 A SECOND EXAMPLE, U.S. Patent No. 5,056,019 to Schultz et al.  
23 teaches a marketing method for providing manufacturer purchase  
24 reward offers by automatically tracking the purchases of member  
25 consumers through the use of bar coded membership cards and using  
26 the purchase records in a data processing system to determine if

1 the required purchases have been made to earn a reward. Each  
2 member consumer receives a reward booklet disclosing the available  
3 reward offers, a periodic status report indicating the member  
4 consumer's progress toward earning rewards, and a reward  
5 certificate for those rewards earned.

6 A THIRD EXAMPLE, U.S. Patent No. 5,297,026 to Hoffman teaches  
7 a system and data processing arrangement for promoting purchases  
8 and account activity in a credit card account or other consumer  
9 transaction involving sales of goods or services rewards a customer  
10 for purchases by providing a high rate of return for funds invested  
11 by the customer. A financial institution, general purpose credit  
12 card agency, department store, automobile manufacturer, or various  
13 other marketers of goods or services agrees to grant the customer  
14 a high rate of interest on funds invested with the firm by the  
15 customer, provided the customer makes purchases. For purchases  
16 made by the customer in a given period (such as one month or six  
17 months), the firm gives the customer the right to invest a certain  
18 percentage (such as 10%) of the amount of purchases made by the  
19 customer in that period. Using automated data processing, the firm  
20 calculates the sum of the total purchases made by the customer  
21 during the preselected period. Then, funds are accepted from the  
22 customer up to the pre-agreed percentage of purchases, and provides  
23 a deposit account for the customer, crediting the investment funds  
24 in the deposit account. The firm may limit the term during which  
25 interest is paid on accepted funds invested for a particular such

1 period, such as a term of six months or one year, or it may simply  
2 lower the interest rate at the end of that term.

3 A FOURTH EXAMPLE, U.S. Patent No. 5,983,196 to Wendkos teaches  
4 a computer implemented system awards promotional incentives. A  
5 participant in the awards system calls or connects to an  
6 interactive platform for registering and/or redeeming credits  
7 preferably described in uniquely identified certificates. In a  
8 telephone environment, the interactive platform is connected to a  
9 toll free telephone number where a participant's call is handled by  
10 a computer controlled voice response unit. In a computer network  
11 environment, a computer user connects to the interactive platform  
12 over the network. The participant receives awards credits based on  
13 the unique identification of certificates. Award credits for a  
14 participant are accumulated in a stored record associated with the  
15 participant until redeemed. Award credits can also be acquired as  
16 an instant winner based on a random or algorithmic selection of  
17 callers to receive such credits. Awards include electronic prizes  
18 such as free long distance telephone time, electronic cash and/or  
19 service credits. Connection to the interactive platform may occur  
20 during execution of an application program such as an electronic  
21 game or electronic shopping.

22 A FIFTH EXAMPLE, U.S. Patent No. 5,991,736 to Ferguson et al.  
23 teaches a patronage incentive system in which a monetary award is  
24 made to a customer's retirement account as incentive for the  
25 customer to participate in a transaction with the sponsor for the  
26 sponsor's goods or services. The system includes a means for

1 identifying the customer, a means for inputing the identification  
2 information and other information about the transaction into a  
3 computer data storage, a computer data processing device which uses  
4 a software program along with the transactional information to  
5 calculate an incentive award amount a means for transferring the  
6 monetary funds equal to the incentive award amount from an  
7 incentive award pool to the customer's retirement account, and a  
8 means of reporting the incentive award amount to the customer and  
9 to the sponsor. Embodiments of a method of conducting a patronage  
10 incentive system of the present invention are also disclosed  
11 comprising the steps of inputing transactional information into a  
12 computer data storage device, calculating the incentive award  
13 amount through the use of a computer data processing device,  
14 transferring monetary funds equal to the incentive award amount  
15 from an incentive award pool to the customer's retirement account,  
16 and reporting the incentive award amount to the customer and to the  
17 sponsor.

18 It is apparent that numerous innovations for incentive award  
19 systems have been provided in the prior art that are adapted to be  
20 used. Furthermore, even though these innovations may be suitable  
21 for the specific individual purposes to which they address,  
22 however, they would not be suitable for the purposes of the present  
23 invention as heretofore described.

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LIST OF REFERENCE NUMERALS UTILIZED IN THE DRAWING

- 10 credit card driven tuition incentive awards program of  
present invention
- 12 agreement between credit card issuer 14 and program vendor  
16
- 14 credit card issuer
- 16 program vendor
- 18 percentage of credit card sales
- 20 predetermined period
- 22 FDIC insured bank accounts
- 24 set interest collecting on FDIC insured bank accounts 22
- 26 cost of operations of program vendor 16
- 28 potential credit card holder
- 30 credit card
- 32 credit card holder
- 34 annual fee for credit card holder to participate in credit  
card driven tuition incentive awards program 10
- 36 account of credit card holder 32
- 38 balance of account 36 of credit card holder 32
- 40 account balance of account 36 of credit card holder 32
- 42 amount
- 43 amount charged on credit card 30
- 44 certain percentage 44 of amount charged 42 on credit card 30
- 46 points
- 48 points accumulated

1 50 telephone  
2 52 Internet  
3 54 predetermined amount of points accumulated 48  
4 56 dollars  
5 58 dollar amount  
6 60 check in dollar amount 58  
7 62 student  
8 64 name of student 62  
9 66 school attended by student 62  
10 68 tuition of school 66 attended by student 62  
11 70 problem getting check 60 to school 66  
12 72 distinct code number of each school 62  
13 74 confirmation  
14 76 mail confirmation  
15 78 e-mail confirmation  
16 80 call  
17 82 automated telephone call  
18 84 Internet call

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1        STEP 5:     Determine, by the credit card issuer 14, if the potential  
2                   credit card holder 28 qualifies for the credit card 30.

3        STEP 6:     Abort, if answer to STEP 5 is no.

4        STEP 7:     Issue, by the credit card issuer 14, the credit card 30,  
5                   to the potential credit card holder 28 so as to form a  
6                   credit card holder 32, if answer to STEP 5 is yes, and as  
7                   a result thereof, the credit card holder 32 automatically  
8                   is approved for the credit card driven tuition incentive  
9                   award program 10, by virtue of affiliation of the credit  
10                  card driven tuition incentive award program 10 and the  
11                  credit card issuer 14 with each other.

12       STEP 8:     Pay, by the credit card holder 32, an annual fee 34, to  
13                   at least one of the credit card issuer 14 and the program  
14                   vendor 16 so as to form an account 36 with a balance 38  
15                   so as to form an account balance 40, if STEP 7 is carried  
16                   out, wherein the annual fee 34 is predetermined.

17       STEP 9:     Charge, by the credit card holder 32, an amount 42 on the  
18                   credit card 30 so as to form an amount charged 43, if  
19                   STEP 8 is carried out.

20       STEP 10:    Accumulate, by the at least one of the program vendor 16  
21                   and the credit card issuer 14, a certain percentage 44 of

1 the amount charged 42 on the credit card 30, by the  
2 credit card holder 32, if STEP 9 is carried out.

3 STEP 11: Convert, by the at least one of the program vendor 16 and  
4 the credit card issuer 14, the certain percentage 44 to  
5 points 46 so as to form points accumulated 48, if STEP 10  
6 is carried out.

7 STEP 12: Check, by the credit card holder 32, the account balance  
8 40, by one of telephone 50 and Internet 52, if STEP 11 is  
9 carried out.

10 STEP 13: Determine, by the credit card holder 32, if the points  
11 accumulated 48 are to be redeemed when the points  
12 accumulated 48 reach a predetermined amount 54.

13 STEP 14: Determine if the points accumulated 48 has reached the  
14 predetermined amount 54, if answer to STEP 13 is yes.

15 STEP 15: Return to STEP 9, if answer to STEP 14 is no.

16 STEP 16: Convert, by the at least one of the program vendor 16 and  
17 the credit card issuer 14, the points accumulated 48 to  
18 dollars 56 so as to form a dollar amount 58, if answer to  
19 STEP 14 is yes.

1 STEP 17: Issue, by the at least one of the program vendor 16 and  
2 the credit card issuer 14, a check 60 in the dollar  
3 amount 58, if STEP 16 is carried out.

4 STEP 18: Determine if the credit card holder 32 is not a student  
5 62 who has a name 64 and who attends a school 66 with a  
6 tuition 68, if STEP 17 is carried out.

7 STEP 19: Proceed to STEP 21, if answer to STEP 18 is no.

8 STEP 20: Put, by the at least one of the program vendor 16 and the  
9 credit card issuer 14, the name 64 of the student 62 on  
10 the check 60, if answer to STEP 18 is yes.

11 STEP 21: Determine if there is a problem 70 getting the check 60  
12 to the school 66.

13 STEP 22: Send, by the at least one of the program vendor 16 and  
14 the credit card issuer 14, the check 60 directly to the  
15 credit card holder 32, if answer to STEP 21 is yes.

16 STEP 23: Forward, by the credit card holder 32, the check 60 to  
17 the school 66, if STEP 22 is carried out.

18 STEP 24: Send, by the at least one of the program vendor 16 and  
19 the credit card issuer 14, the check 60 directly to the

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1 school 66, wherein each school 66 receives a distinct  
2 code number 72, if the answer to STEP 21 is no.

3 STEP 25: Confirm, by the at least one of the program vendor 16 and  
4 the credit card issuer 14, to the credit card holder 32,  
5 that the check 60 has been sent out so as to form a  
6 confirmation 74, wherein the confirmation 74 is by one of  
7 mail 76, e-mail 78, and the telephone 50, if STEP 24 is  
8 carried out.

9 STEP 26: Credit, by the school 66, the check 60 towards the  
10 tuition 68 of the student 62.

11 STEP 27: Call, by the credit card holder 32, the at least one of  
12 the program vendor 16 and the credit card issuer 14 so as  
13 to form a call 80, wherein the call 80 is by one of  
14 automated telephone 82 and the Internet 84, if answer to  
15 STEP 13 is no.

16 STEP 28: Determine if the call 80 is made within a predetermined  
17 time, if STEP 27 is carried out.

18 STEP 29: Request, by the credit card holder 32, redemption of the  
19 points accumulated 48, from the at least one of the  
20 program vendor 16 and the credit card issuer 14, if  
21 answer to STEP 28 is yes.

1        STEP 30:    Return to STEP 24, if STEP 29 is carried out.

2        STEP 31:    Forfeit automatically, the points accumulated 48, to the  
3                    at least one of the program vendor 16 and the credit card  
4                    issuer 14, if answer to STEP 28 is no.

5                    It will be understood that each of the elements described  
6                    above, or two or more together, may also find a useful application  
7                    in other types of constructions differing from the types described  
8                    above.

9                    While the invention has been illustrated and described as  
10                    embodied in a method of providing a credit card driven tuition  
11                    incentive awards program, however, it is not limited to the details  
12                    shown, since it will be understood that various omissions,  
13                    modifications, substitutions and changes in the forms and details  
14                    of the device illustrated and its operation can be made by those  
15                    skilled in the art without departing in any way from the spirit of  
16                    the present invention.

17                    Without further analysis, the foregoing will so fully reveal  
18                    the gist of the present invention that others can, by applying  
19                    current knowledge, readily adapt it for various applications  
20                    without omitting features that, from the standpoint of prior art,  
21                    fairly constitute characteristics of the generic or specific  
22                    aspects of this invention.